



Principles of Selling

Career Cluster	Marketing
Course Code	12202
Prerequisite(s)	Marketing Principles recommended
Credit	0.5
Program of Study and Sequence	Marketing Principles – Principles of Selling – Other pathway course or Capstone Experience
Student Organization	DECA – Family, Career and Community Leaders of America (FCCLA) – Future Business Leaders of America (FBLA)
Coordinating Work-Based Learning	Tours-Job Shadow-Informational Interviews
Industry Certifications	None
Dual Credit or Dual Enrollment	None
Teacher Certification	Business Management & Administration Cluster Endorsement; Marketing Cluster Endorsement; Finance Cluster Endorsement; Banking Services & Business Finance Pathway Endorsement; Insurance, Securities & Investments Pathway Endorsement; *Business Education; *Marketing Education
Resources	

Course Description:

Principles of Selling offers students an overview of the sales career and sales process. Topics include principles of selling, consumer and business buying behavior, the sales process and customer relationship management.

Program of Study Application

Principles of Selling is a pathway course in the Marketing career cluster, Professional Sales pathway.

Course Standards

PS 1 Students will understand the role of sales.

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 1: Recall and Reproduction	PS 1.1 Identify and explore sales career opportunities	
Level 1: Recall and Reproduction	PS 1.2 Identify the promotional mix	<ul style="list-style-type: none"> Discuss different tools (e.g., Advertising, Publicity, Sales, Sales Promotion, Direct Marketing, Digital Marketing)
Level 2: Skill/Concept	PS 1.3 Identify the role of sales in the promotional mix	<ul style="list-style-type: none"> Understand the advantages and disadvantages of Sales as a promotional tool

Notes

PS 2 Students will understand the unique challenges of ethical decisions in sales.

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 4: Extended Thinking	PS 2.1 Apply ethical reasoning to a variety of workplace situations in order to make ethical decisions	
Level 2: Skill/Concept	PS 2.2 Evaluate alternative responses to workplace situations based on legal responsibilities and employer policies	
Level 2: Skill/Concept	PS 2.3 Evaluate alternative responses to workplace situations based on personal or professional ethical responsibility	
Level 1: Recall and Reproduction	PS 2.4 Identify personal and long-term workplace consequences of unethical or illegal behaviors	
Level 3: Strategic Thinking	PS 2.5 Explain personal and long-term workplace consequences of legal and ethical considerations	

Notes

PS 3 Students will understand consumer and business buying behavior.

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 2: Skill/Concept	PS 3.1 Differentiate between consumer needs and wants	
Level 2: Skill/Concept	PS 3.2 Identify the consumer decision-making process	<ul style="list-style-type: none"> • Discuss steps in the decision-making process • Differentiate between high and low involvement products • Identify major influences on consumer behavior
Level 2: Skill/Concept	PS 3.3 Understand unique aspects of business buying behavior	<ul style="list-style-type: none"> • List roles of participants in business buying centers • Understand different buying situations (e.g., new buy, modified rebuy, straight rebuy)

Notes

PS 4 Students will understand the sales process.

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 2: Skill/Concept	PS 4.1 Understand the selling process	<ul style="list-style-type: none"> • Explain the nature and scope of the selling function. • List steps in the selling process.
Level 2: Skill/Concept	PS 4.2 Explain lead generation and qualification	<ul style="list-style-type: none"> • Explore ways to generate leads • Define a qualified lead • Identify the characteristics of a qualified lead (e.g., willingness, ability, authority)
Level 3: Strategic Thinking	PS 4.3 Identify and utilize needs assessment	<ul style="list-style-type: none"> • Identify needs assessment techniques • Determine customer/client needs. • Differentiate between Features and Benefits of a product
Level 3: Strategic Thinking	PS 4.4 Demonstrate the sales presentation	<ul style="list-style-type: none"> • Prepare for the sales presentation. • Model how to present a product.

<p>Level 3: Strategic Thinking</p>	<p>PS 4.5 Identify customer concerns and strategies to handle objections</p>	<ul style="list-style-type: none"> • Identify different types of objections. • Role play response to customer concerns
<p>Level 3: Strategic Thinking</p>	<p>PS 4.6 Identify how to close a sale</p>	<ul style="list-style-type: none"> • Recognize and evaluate customer buying signals • Utilize closing techniques
<p>Level 2: Skill/Concept</p>	<p>PS 4.7 Determine the importance of follow up within the sale process</p>	<ul style="list-style-type: none"> • Understand the importance of building and maintaining long term relationships

Notes

Career Cluster: Marketing

Course: Principles of Selling

PS 5 Students will identify the importance of customer relationship management (CRM).

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 2: Skill/Concept	PS 5.1 Understand the customer relationship management concept	
Level 3: Strategic Thinking	PS 5.2 Explore available CRM technologies	<ul style="list-style-type: none">• Identify function and purpose of current CRM software

Notes